

✓ Little Page

MAY 21 1925 ✓

Hello Goodbye ✓

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A Photoplay in 2 reels ✓

author of Photoplay ✓

White Productions Inc U.S.A. ✓

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PRESS SHEET

MERMAID COMEDIES

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"Hello, Goodby"



With **Lige Conley**

Directed by Norman Taurog



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

895

SPEED, ACTION AND CLEVER GAGS THE RECIPE FOR MERMAID COMEDY

Mixed Together in Well Known Mermaid Style
Result is Best Comedy on Market

The recipe for Mermaid Comedies is this:

Take enough action for a five-reel feature. Boil it down and skim off the dull spots and season with a number of clever gags. Mix with plenty of speed until the whole thing bubbles over with fun and serve. Garnish with top-notch comedians. That's a comedy dish for any exhibitor or any patron to enjoy.

Speed, action, gags and capable stars make Mermaid Comedies the best two reel amusement to be found on the market today. The combination is unbeatable when made in the well-known Mermaid manner.

"Hello, Goodby" is an excellent example of the high-class, clever, fast action fun film. Built on clever gags, holding its speed and action to the end and winding up with a thrill that will bring gasps from your audiences, this Mermaid Comedy will provide a half hour of fast fun in any theatre.

Conley is forging to the front and is now as popular as many of the widely advertised stars. Mermaid Comedies with Conley are real box office attractions for the Mermaid name and Lige Conley's reputation are twin guarantees of quality.

The Story

The Prince is on his way to America where he hopes to marry a rich heiress. On the boat are three conspirators, sworn to kill him and trying hard to do it. They warn the Prince that if he lands in America he will be killed and if he stays on the boat they will kill him. It looks like a hard choice to make, but the Prince makes up his mind and he hides in a trunk.

Lige, a young customs inspector is doing his work when he hears a noise in a trunk and opens it. The Prince steps out. He is impressed with the likeness of himself to the inspector and offers him a hundred dollars if he will impersonate him. Lige agrees.

They exchange clothes. Lige boards the boat while the Prince stays on the dock.

The conspirators mistake Lige for the Prince and prepare to get him but Lige falls into a wheel chair and rolls down the passenger gangway through the warehouse with the conspirators in close pursuit.

Lige is congratulating himself on his escape when he sees the three conspirators following him. He again escapes by taking refuge with a squad of cops.

That night the Prince is invited to a reception at the home of the Wellingtons who are looking for a title for their daughter. It is a masquerade party and Lige, impersonating the Prince, attends in costume. But he has not escaped from the conspirators and when the guests unmask the bad men chase Lige from the house.

Lige gets in a car and speeds away with the murderers after him. There is a hot race between them until they come to an open jack-knife bridge. Both cars climb the bridge and both go over into the river—but Lige jumps from his car and slides back to safety.



LIGE
CONLEY

IN EDUCATIONAL-MERMAID
COMEDIES

For Electro Order No. 3695-E
For Mat (Free) Order No. 3695-M

WHAT OTHERS SAY About Recent Mermaid Comedies

"Poor Butterfly:—For pure, unadulterated comedy, this is hard to beat. It's a laugh getter and well worth putting on any program."

C. C. Johnson
Amuse-U Theatre
Melville, La.

WHO'S WHO
in

"HELLO, GOODBY"

The Prince } LIGE
The Ass't Inspector } CONLEY
The Girl Estelle Bradley
Her Mother Sunshine Hart
Father Jack Lloyd
Chief Villain Robert Kortman

Directed by Norman Taurog

EXPLOITATION

Mermaid Comedies lend strength to any bill, in any theatre in which they appear.

They provide half an hour of entertainment in point of time and half of the total entertainment on the bill regardless of what is shown with them.

They can do more than their share at the box-office for you, too, if you will give them the chance.

Mermaid Comedies have a large following. They are advertised nationally in the Saturday Evening Post and in addition have worked up a great popularity and following through their quality as high class comedies.

The Mermaid name on your banner, or on your screen, or the lobby photos and posters on Mermaid Comedies in your lobby will boost your attendance for this name is recognized as the sign of the best comedy entertainment the screen affords. Try it and be convinced.

PARAGRAPHS For Your Program

In addition to the feature—A half hour of fine fun in "Hello, Goodby," a Mermaid Comedy with Lige Conley.

"The Spice of The Program"—One of those excellent Educational-Mermaid Comedies, "Hello, Goodby," with Lige Conley.

Additional Attraction—"Hello, Goodby," a two reel side-splitter with Lige Conley and a big cast. A half hour of fun.

"Hello, Goodby," one of those fast, furious and funny Educational-Mermaid Comedies with Lige Conley.

Two reels of snappy action, fast fun and hair-raising thrills in "Hello, Goodby,"—an Educational-Mermaid Comedy.

"HELLO, GOODBY" A HALF HOUR OF FINE, FAST FUN

Clever Gags and Rapid Action Mixed with Comedy Thrills

(Newspaper review for use after showing of picture)

"Hello, Goodby," the Educational-Mermaid Comedy on the bill at the Theatre seems to refute the old theory that perpetual motion is impossible, for this comedy with Lige Conley in the leading roles, keeps a crowd laughing for half an hour steady and would no doubt keep it laughing indefinitely except that the picture is only two reels long. The laughs are of the self-starting, non-stopping variety and they are assisted by the rapid action, clever gags and many comedy thrills of the picture.

Lige Conley is starred and he takes two roles in the picture. First he is seen as an impecunious Prince visiting our shores in search of an heiress for matrimonial and financial reasons. He is pursued and threatened by conspirators and persuades a young assistant customs inspector to impersonate him. Conley is also seen as the customs inspector and the scenes in which the two characters are together are very cleverly handled.

The conspirators follow the mock Prince and then things begin to happen. The comedy winds up with a breath-taking auto race, concluding with a dive by two speeding cars over the end of an upraised span of a jack-knife bridge.

Jack Lloyd, Robert Kortman, Estelle Bradley and Sunshine Hart compose the balance of the cast. The direction is by Norman Taurog.

LIGE CONLEY IN TWO CHARACTERS

(Newspaper review for use after showing of picture)

Lige Conley is seen in two distinct characters in the Educational-Mermaid Comedy, "Hello, Goodby" which is furnishing the funny spot on the bill at the Theatre.

Lige is first seen as a visiting Prince and as a young customs inspector and appears on the scene in two characters in a very clever sequence. The comedy revolves about the efforts of the Prince to escape a band of conspirators and the customs inspector's predicament after he volunteers to impersonate the harassed Prince. Clever gags and thrills are features of the action.

The comedy moves at a fast rate. The cast includes Jack Lloyd, Estelle Bradley, Bob Kortman and Sunshine Hart. The direction is by Norman Taurog.

SHORT, FAST ACTION COMEDY IS DUE TO MODERN "HUSTLE HABIT"



LIGE CONLEY and
ESTELLE BRADLEY
In a scene from
"HELLO, GOODBY"

For Electro Order No. 3696-E
For Mat (Free) Order No. 3696-M

REAL THRILLERS IN THIS COMEDY

(Prepared as advance publicity story)

Those who like a few thrills thrown in with their comedy are promised an unusually hair-raising one when the Educational-Mermaid Comedy, "Hello, Goodby" is shown at the Theatre.

This particular thrill consists of two automobiles racing through crowded city streets finally getting on to a jack-knife bridge which is being raised to permit a ship to pass. Both cars speed up the incline, over the top end of the bridge and into the water below.

Lige Conley, starred in the comedy, jumps from one of the cars and slides down the steeply inclined bridge to safety while the occupants of the other car are hurled into the water.

Several other incidents in the comedy are said to be as thrilling although not of as spectacular a nature.

Robert Kortman, Estelle Bradley, and Sunshine Hart appear in support of Conley.

Motion Pictures Meet Demand For Speed With Fast Fun

(Prepared as advance publicity story)

That the fast action comedy is as much a part of the present day age as is the radio, the motor car, jazz and bobbed hair is the opinion of Lige Conley, young star of Educational-Mermaid Comedies, whose latest picture, "Hello, Goodby" will be at the Theatre.

"This is the 'fast action' age," says the popular comedian. "The demand for speed in our everyday life and our amusements is only an outcome of the demand for speed in our business activities and in the modern inventions. We are living fuller lives due to these inventions and have become addicted to the habit of doing things quickly.

"Half a century ago this 'hustle habit' first became general following the great strides in transportation and communication methods. It is only reasonable to expect that today, with every labor and time saving device in such advanced stages of perfection that the people demand speed in their amusements.

"The books of a hundred years ago—longwinded volumes filled to complete dullness with lengthy descriptions—compare them with the present day novels with even more plot and told in vivid, terse manner—and you can see the result of speed on the writers' style. Motion picture entertainment has followed the same development and now more entertainment is crowded into a half hour than was previously contained in pictures several times as long."

MERMAID COMEDY HAS LARGE CAST

(Prepared as advance publicity story)

Lige Conley will have the support of a big and noted Mermaid cast in his latest two reel comedy, "Hello, Goodby," which will be at the Theatre.

Estelle Bradley, the "Georgia Peach," will be his leading lady with Jack Lloyd, Sunshine Hart, Bob Kortman, Jimmie Hertz and Leo Willis grouped in his support.

Miss Bradley is an Atlanta girl who has just made her debut in motion pictures after winning several beauty prizes in her home town and at national beauty shows. The balance of the cast are old-time and popular Mermaid Comedians.

DO YOU ADVERTISE YOUR ENTIRE PROGRAM?

Just as a perfect dinner is composed of several courses, each excellent and the whole well balanced, so the perfect program is made up of several units of entertainment, each the best in its class.

The comedy on the program is not the least of the items in the perfect entertainment. A dinner can not be composed entirely of a meat course. Other dishes must surround it—vegetables, salad, dessert—in order to make a perfect meal.

If you were running a restaurant serving these diners would you make your plea for patronage solely on the excellence of your meat course? Good sound common sense would tell you that your patronage would be limited, while advertising your entire bill of fare would bring you much more business.

Your program is made up of feature length subject, comedy, news reel and perhaps one or more novelty subjects depending on the footage of the longer picture.

You are not trying to sell the feature picture alone. You are trying to sell your patrons an evening's entertainment. If that were not the case you could dispense with the balance of the reels on your bill—but you know that your patrons would demand the Short Subjects.

Why not make your advertising appeal to more people by advertising your entire program?

The Short Subjects on your bill have a large following—practically everyone enjoys comedy—and this big percentage of the public can be directly appealed to by including the Short Subject advertising in your newspaper space without greatly increasing your advertising bill.

If your space is limited, use the little "Ad" cuts illustrated below. The electros are sold at a nominal price and the mats are free.



One Column by One Inch "Ad" Cut
For Electro Order No. 3697-E
For Mat (Free) Order No. 3697-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3698-E
For Mat (Free) Order No. 3698-M

For Three Column Cut on Page One Order
Electro No. 3699 Mat (Free) No. 3699-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Oh, man! What a comedy! Lige Conley in "Hello, Goodby,"—two reels of speed, fun and thrills.

You'll laugh yourself helpless at the new Educational-Mermaid Comedy, "Hello, Goodby," with Lige Conley.

You've got a surprise coming when you see the Educational-Mermaid Comedy, "Hello, Goodby," with Lige Conley.

Lige Conley, Estelle Bradley and a big cast in "Hello, Goodby," a snappy and clever Educational-Mermaid Comedy.

Speed, action and a bunch of thrills in "Hello, Goodby,"—two reels of snappy and clever Mermaid Comedy.

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